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ACCENTURE  
C/O VEDDER PRICE KAUFMAN & KAMMHOLZ, P.C.  
222 NORTH LASALLE STREET  
CHICAGO, IL 60601

EXAMINER

SHIN, KYUNG H

|          |              |
|----------|--------------|
| ART UNIT | PAPER NUMBER |
|----------|--------------|

2143

DATE MAILED: 07/18/2006

Please find below and/or attached an Office communication concerning this application or proceeding.

|                              |                                      |                                      |  |
|------------------------------|--------------------------------------|--------------------------------------|--|
| <b>Office Action Summary</b> | <b>Application No.</b><br>09/817,917 | <b>Applicant(s)</b><br>MATHUR ET AL. |  |
|                              | <b>Examiner</b><br>Kyung H. Shin     | <b>Art Unit</b><br>2143              |  |

**-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --**

**Period for Reply**

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

**Status**

- 1) ☒ Responsive to communication(s) filed on 14 April 2006.
- 2a) ☐ This action is **FINAL**.                      2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

**Disposition of Claims**

- 4) ☒ Claim(s) 1,2,6-21 and 25-33 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1,2,6-21 and 25-33 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

**Application Papers**

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

**Priority under 35 U.S.C. § 119**

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All    b) ☐ Some \* c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

**Attachment(s)**

- |  |   |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)  | 4) <input type="checkbox"/> Interview Summary (PTO-413)<br>Paper No(s)/Mail Date. _____ |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)   | 5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152)             |
| 3) <input checked="" type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)<br>Paper No(s)/Mail Date <u>4/14/06</u> . | 6) <input type="checkbox"/> Other: _____  |

## **DETAILED ACTION**

### ***Response to Amendment***

1. This action is responding to application papers dated 4/14/2006.
2. Claims 1, 2, 6 - 21 and 25 - 33 are pending. Claims 1, 9, 11, 12, 13, 21, 27, 28, 30 have been amended. Claims 3, 4, 5, 22, 23, 24 have canceled. Independent claims are 1, 9, 16, 21, 27, 28, 29, 30, 33.

### ***Response to Arguments***

3. Applicant's arguments, see Remarks page 11, filed 4/14/06, with respect to

"pursuant to 35 U.S.C. § 103(c) and M.P.E.P. §706.02(I), Applicants note that the Bowman-Amuah reference and the instant application were commonly owned by the same organization, Accenture, LLP, at the time of the instant invention. Therefore, because the Bowman-Amuah reference qualifies as prior art under 35 U.S.C. § 102(e) -having been filed prior to (August 31, 1999) and issued after (February 24, 2004) the filing date of the instant application (March 26, 2001)-it may not be considered for purpose of obviousness."

have been fully considered and are persuasive. The reference of Bowman-Amuah has been withdrawn. Previous Final action is vacated.

### ***Response to Remarks***

- 3.1 The examiner has considered the applicant's remarks concerning a system for the generation and management of enhanced content.

After an additional analysis of the applicant's invention, remarks, and a search of the available prior art, it was determined that the current set of prior art consisting of Schaffer (US 6,411,949) generating enhanced data, Alexander (US

6,732,331) providing content management, and Slaughter (US 6,970,869) providing discovery services, filtering, transactions, and Gross (6,721,716) providing real-time processing, and Bell (US 20020120501) providing feedback discloses the applicant's invention including disclosures in Remarks dated April 14, 2006.

- 3.2 Applicant argues that the referenced prior art does not disclose “... *contextual information ... associated with the at least one domain and comprising attributes of the at least one discrete component of data relating to an intended use of the at least one discrete component of data ...*” (see remarks Page 12, Lines 13-15)

Schaffer (6,411,949) discloses a discrete (i.e. separate and singular) media content entity which is combined to generate enhanced content. (see Schaffer col. 1, lines 28-31) Schaffer discloses the combined storage of enhanced content with media content. (see Schaffer col. 1, lines 28-31; col. 2, lines 50-52: enhanced content stored with media content)

In addition, Schaffer discloses contextual information or information having an established context to the media content. Each media item exists as a discrete component. And, Schaffer discloses the capability to group enhanced content by an area of interest (i.e. a domain). By definition, a domain is defined as a sphere of interest (i.e. a group). A collection or a grouping of entities (i.e. media). (1.<http://www.answers.com/domain&r=67>) Schaffer discloses that the enhanced content is related to the media content and within an area of interest (i.e. or a domain). (see Schaffer col. 2, lines 60-67)

- 3.3 Applicant argues that the referenced prior art does not disclose “... *usage rules* ...” (see remarks Page 13, Line 15); “... *usage rules specify how the enhanced data may be used or modified by the accessing entity* ...” (see Remarks Page 13, Lines 12-13)

Schaffer and Alexander (6,732,331) discloses the capability to utilized usage rules. The implementation of authorization indicates usage rules which designate the actions that can be performed by a particular user and the resources the user can access. This is the set of usage rules to be applied for access to the enhanced content. (see Alexander col. 4, lines 57-63: authorization, user access (i.e. create, update, delete) rights and usage rules)

Applicant admits that the cited portions in Schaffer are used to customize enhanced content, which is the “modification” of enhanced content. (see Remarks Page 19, Lines 20-22)

- 3.4 Applicant argues that the referenced prior art does not disclose “... *modifying enhanced data based on feedback data* ...” (see remarks Page 14, Lines 16-17); “... *feedback rules comprising an incentive for the requestor to provide feedback* ...” (see remarks Page 19, Lines 6-7)

Schaffer and Bell (20020120501) prior art combination discloses the collection of feedback data. By definition, feedback is defined as the return of information about the result of an activity.

(1.<http://www.answers.com/feedback&r=67>) Schaffer and Bell discloses the capability to receive feedback information (see Bell paragraph [0024], lines 5-7;

paragraph [0185], lines 12-19: feedback data capability) and Schaffer discloses the capability to customize the combination and generation of enhanced content based on user profile information. (see Schaffer col. 3, lines 4-8)

- 3.5 Applicant argues that the referenced prior art does not disclose “ ... *a proxy for an entity whose enhanced data is being requested ...* ” (see remarks Page 15, Lines 13-14)

Schaffer and Slaughter (6,970,869) combination discloses the capability for the usage of proxy technology, which indicates a server system which acts as an communications interface between a client and actual enhanced content server. (see Slaughter col. 27, lines 20-21; col. 74, lines 1-7; col. 74, lines 15-19: proxy (i.e. interface) capabilities)

- 3.6 Applicant argues that the referenced prior art does not disclose “ ... *capability credential is unrelated to any terms of the service and only relates to which capabilities of the service a client may use ...* ” (see remarks Page 20, Lines 9-10)

Schaffer and Slaughter combination disclose the capability for the discovery of available (i.e. offered) services (see Slaughter col. 8, lines 26-32: discover available services) and the determination of terms of services (see Slaughter col. 8, lines 37-39: receive terms for available services) and the determination of whether the terms of services are acceptable. (see Slaughter col. 8, lines 37-51; col. 9, lines 1-6; col. 59, lines 54-57: negotiate terms of available services)

Schaffer and Slaughter discloses Applicant admits that Schaffer and

Slaughters discloses the capability to discover a service. (see Remarks Page 20, Lines 6-8). The capability credential deals with the capabilities of the service a user may use. This is the terms of the service

- 3.7 Applicant argues that the referenced prior art does not disclose “ ... *the specific content of the capability is determined solely by the service and thereafter provided to the client without further processing by the client* ... ” (see remarks Page 21, Lines 4-5)

Schaffer and Slaughter disclose that the enhanced content is prepared by the server and delivered to the client for usage. (see Schaffer col. 1, lines 28-31: enhanced content delivered)

- 3.8 Applicant argues that the referenced prior art does not disclose “ ... *using the at least one decision parameter to determine whether terms of a discovered service are acceptable* ... ” (see remarks Page 23, Lines 16-17)

Schaffer and Slaughter discloses the discovery of services and the negotiation of services between a client and server. (see Slaughter col. 59, lines 54-57: negotiation capabilities)

### ***Claim Rejections - 35 USC § 103***

The text of Title 35, U.S. Code not included in this action can be found in a prior Office action.

4. Claims 1, 2, 6, 21, 26, 27 are rejected under 35 U.S.C.103(a) as being unpatentable over Schaffer (US Patent No. 6,411,949) in view of Alexander et al.

**(US Patent No. 6,732,331).**

Regarding Claim 1, Schaffer discloses a method, computer-readable medium having computer-executable instructions of associating contextual information with discrete components of data, the method comprising:

- a) accessing at least one discrete component of data from at least one data source; (see Schaffer col. 2, lines 59-62: access to a media content, a discrete component ; col. 2, lines 3-5; col. 2, lines 10-14: network connections for data transfers ; col. 2, lines 50-52: enhanced content stored with media)
- b) associating said at least one discrete component of data with at least one domain; (Schaffer col. 2, lines 60-67: one or more groups, categories (i.e. domains, a sphere of interest), contextual information)

Schaffer discloses adding contextual information to said at least one discrete component of data to provide enhanced data, the contextual information being associated with the at least one domain and comprising attributes of the at least one discrete component of data relating to an intended use of at least one discrete component of data. (see Schaffer col. 1, lines 28-31: combine media content to achieve enhanced content based upon user profile; col. 2, lines 59-67: related (i.e. contextual) data) Schaffer does not specifically disclose the implementation of usage rules.

However, Alexander discloses:



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- c) usage rules that specify how the enhanced data may be used or modified. (see Alexander col. 4, lines 57-63: authorization, user access (i.e. create, update, delete) rights and usage rules)

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Schaffer to enable manipulation of enhanced content utilizing request and response processing and a digital identity capability within a web based content management system as taught by Alexander. One of ordinary skill in the art would be motivated to employ Alexander in order to efficiently manipulate complex media content for within a web based environment. (see Alexander col. 2, lines 35-41)

**Regarding Claim 2**, Alexander discloses the method of claim 1, further including: assigning access rights to the enhanced data. (see Alexander col. 4, lines 57-63: user access permissions (i.e. access rights) utilized)

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Schaffer to enable the capability to use access rights in the manipulation of enhanced content within a web based content management system as taught by Alexander. One of ordinary skill in the art would be motivated to employ Alexander in order to efficiently manipulate complex media content for within a web based environment. (see Alexander col. 2, lines 35-41: "*... organizing content augmenting conventional Web content ... Web page can be easily modified without writing custom data entry applications ... loading complex data based on a structured template ...*")

**Regarding Claim 6**, Schaffer discloses the method of claim 1, further including:

- a) associating said at least one discrete component of data with a second domain,  
(see Schaffer col. 2, lines 59-62; col. 2, lines 64-67: one or more groups,  
describe one or more different categories (i.e. domains))
- b) adding domain specific contextual information to said at least one discrete  
component of data to provide second enhanced data. (see Schaffer col. 1, lines  
28-31: combine media content to achieve enhanced content based upon user  
profile ; col. 2, lines 60-67: enhanced content data related to some aspect of  
media (i.e. specific relation, domain, a sphere of interest))

**Regarding Claim 21**, Schaffer discloses a computer-readable medium having stored  
thereon a data structure comprising:

- a) at least one discrete component of data from at least one data source; (see  
Schaffer col. 2, lines 59-62: access to a media content, a discrete component ;  
col. 2, lines 3-5; col. 2, lines 10-14: network connections for data transfers)
- b) first contextual information comprising attributes of the at least one discrete  
component relating to another intended use of the at least one discrete  
component of data, wherein the first contextual information is associated with a  
first domain; (see Schaffer col. 2, lines 59-62; col. 2, lines 60-67: one or more  
groups, describe one or more different categories (i.e. domains, a sphere of  
interest))

- c) second contextual information comprising attributes of the at least one discrete component relating to another intended use of the at least one discrete component of data, wherein the second contextual information associated with a second domain different from the first domain; see Schaffer col. 2, lines 59-62; col. 2, lines 60-67: one or more groups, describe one or more different categories (i.e. domains, a sphere of interest))

Schaffer does not specifically disclose the implementation of usage rules.

However, Alexander discloses:

- d) usage rules that specify how the at least one discrete component of data and first and second contextual information may be used or modified (see Alexander col. 4, lines 57-63: authorization, user access (i.e. create, update, delete) rights and usage rules)

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Schaffer to enable manipulation of enhanced content utilizing request and response processing and a digital identity capability within a web based content management system as taught by Alexander. One of ordinary skill in the art would be motivated to employ Alexander in order to efficiently manipulate complex media content for within a web based environment. (see Alexander col. 2, lines 35-41)

**Regarding Claims 26**, Schaffer does not specifically disclose a computer-readable medium for software programs. However, Alexander discloses the computer readable medium (see Alexander col. 5, lines 47-50: software program computer readable

medium) of claim 21, further including a data field defining usage and access rules.

(see Alexander col. 4, lines 57-63: decision parameter, usage and access rules)

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Schaffer to utilize user access and authentication rules as taught by Alexander. One of ordinary skill in the art would be motivated to employ Alexander in order to efficiently manipulate complex media content for within a web based environment (see Alexander col. 2, lines 35-41).

**Regarding Claim 27**, Schaffer discloses the capability to process enhanced content data comprising:

- a) accessing at least one discrete component of data from at least one data source;  
(see Schaffer col. 2, lines 59-62: access to a media content item (i.e. a singular discrete component); col. 2, lines 3-5; col. 2, lines 10-14: network connections for data transfers)
- b) associating said at least one discrete component of data with at least one domain; (Schaffer col. 2, lines 60-67: one or more groups, categories (i.e. domains, a sphere of interest), contextual information)

Schaffer discloses adding contextual information to said at least one discrete component of data to provide enhanced data, the contextual information being associated with the at least one domain and comprising attributes of the at least one discrete component of data relating to an intended use of at least one discrete component of data, and. (see Schaffer col. 1, lines 28-31: combine

media content to achieve enhanced content based upon user profile; col. 2, lines 59-67: related (i.e. contextual) data)) Schaffer does not specifically disclose the implementation of usage rules or specifically disclose the usage of a computer-readable medium.

However, Alexander discloses:

- c) usage rules that specify how the enhanced data may be used or modified (see Alexander col. 4, lines 57-63: authorization, user access (i.e. create, update, delete) rights and usage rules) and a computer-readable medium having computer-executable instructions for performing content management procedures. (see Alexander col. 5, lines 47-50: software program, computer readable medium)

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Schaffer to enable the usage of software programs on a computer readable medium as taught by Alexander. One of ordinary skill in the art would be motivated to employ Alexander in order to efficiently manipulate complex media content for within a web based environment. (see Alexander col. 2, lines 35-41)

5. **Claims 7, 25** are rejected under 35 U.S.C.103(a) as being unpatentable over **Schaffer-Alexander** in view of **Bell et al.**(US PG PUB Application No. 20020120501)

**Regarding Claim 7**, Schaffer discloses a content management system utilizing

enhanced data. (see Schaffer col. 1, lines 28-31; col. 3, lines 4-8: content management system utilizing enhanced data) Schaffer does not specifically disclose the capability to process feedback information. However, Bell discloses the method of claim 1, further including:

- a) receiving feedback data from a user of the enhanced data; (see Bell paragraph [0024], lines 5-7; paragraph [0185], lines 12-19: feedback data processing capability for managed content)
- b) modifying the enhanced data to include the feedback data. (see Bell paragraph [0024], lines 5-7; paragraph [0185], lines 12-19: feedback data processing capability for managed content)

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Schaffer to process feedback information within a content management system as taught by Bell. One of ordinary skill in the art would be motivated to employ Bell in order to enable effective, efficient marketing and distribution of content (see Bell paragraph [0004], lines 9-14: "*... identify potentially successful content ... monitor audience or consumer reaction ... tailor marketing and promotion ... based on such information ...*"; paragraph [0025], lines 12-16: "*... leverage the real-time distribution and information-gathering potential of the connected environment to allow more effective, efficient and profitable identification, financing, production, marketing and distribution of any form of content ...*").

**Regarding Claim 25,** Schaffer and Alexander disclose a content management system

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with capabilities to manage enhanced data utilizing computer-readable medium.

Neither Schaffer nor Alexander specifically discloses the capability to process feedback information. However, Bell discloses the method of claim 21, further including a data field defining feedback rules. (see Bell paragraph [0024], lines 5-7; paragraph [0185], lines 12-19: feedback data processing capability for managed content)

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Schaffer to enable manipulation of enhanced content within a content management system utilizing a computer-readable medium as taught by Alexander, and to process feedback information within the content management system as taught by Bell. One of ordinary skill in the art would be motivated to employ Alexander in order to efficient manipulate complex media content for within a web based environment (see Alexander col. 2, lines 35-41), and to employ Bell in order to enable effective, efficient marketing and distribution of content (see Bell paragraph [0004], lines 9-14; paragraph [0025], lines 12-16).

6. **Claim 8** is rejected under 35 U.S.C.103(a) as being unpatentable over **Schaffer-Alexander** in view of **Gross** (US Patent No. 6,721,716).

**Regarding Claim 8**, Schaffer does not explicitly disclose real-time processing of content. However, Gross discloses wherein the adding step is performed in real-time. (see Gross col. 1, lines 13-20; col. 2, lines 7-12: real-time content management system; col. 9, lines 28-42; col. 14, lines 28-32; col. 21, lines 22-27: real time processing of

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financial (i.e. billing) transactions; col. 10, lines 33-37; col. 14, lines 32-37: billing procedures with update capability)

It would have been obvious to one of ordinary skill in the art at the time of the invention was made to modify Schaffer to incorporate steps performed for real-time content processing as taught by Gross. One of ordinary skill in the art would be motivated to modify Alexander to employ the invention of Gross in order to enable immediately process customer direct financial transactions utilizing a secure and private connection. (see Gross col. 2, lines 45-50; col. 2, lines 55-60)

7. **Claims 9 - 13, 28 - 33** are rejected under 35 U.S.C.103(a) as being unpatentable over **Schaffer-Alexander** in view of **Slaughter et al.**(US Patent No. 6,970,869).

**Regarding Claim 9**, Schaffer discloses a method of delivering enhanced data through at least one digital identity comprising:

- d) transmitting enhanced data from the enhanced content source to the requestor.  
(see Schaffer col. 2, lines 56-58: transfer enhanced content to user)

Schaffer does not specifically disclose a request and response procedure for management of enhanced content.

However, Alexander and Slaughter disclose:

- a) receiving a request through at least one digital identity for enhanced data corresponding to an entity from a requestor, the enhanced data including contextual information added to at least one discrete component of data; (see



Alexander col. 4, lines 19-23: based on web server (i.e. digital identity), receive enhanced data request)

- b) using a digital identity to compare an identification of the requestor to access rights; (see Alexander col. 4, lines 50-56: requestor (i.e. requesting client), access controls checked) and Slaughter disclose wherein acting as a proxy for the entity. (see Slaughter col. 27, lines 20-21; col. 74, lines 1-7; col. 74, lines 15-19: proxy interface capabilities)
- c) transmitting from the digital identity to an enhanced content source an approval to release enhanced data; (see Alexander col. 5, lines 12-14: determine that requestor is authorized, enhanced data released)

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Schaffer to enable manipulation of enhanced content utilizing request and response processing and a digital identity capability within a web based content management system as taught by Alexander, and to manage services available to client-server entities as taught by Slaughter. One of ordinary skill in the art would be motivated to employ Alexander in order to efficiently manipulate complex media content for within a web based environment (see Alexander col. 2, lines 35-41), and to employ Slaughter in order to utilized automated and dynamic communications and services, complex purchase mechanisms (see Slaughter col. 5, line 67 - col. 6, line 5).

**Regarding Claim 10**, Schaffer discloses the method of claim 9, further including:

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comparing at the digital identity an intended use of the enhanced data to usage rules.

(see Schaffer col. 1, lines 28-31; col. 3, lines 4-8: usage rules (i.e. based on user profile, digital identity), applied to content data)

**Regarding Claim 11**, Schaffer discloses a content management system utilizing enhanced data. (see Schaffer col. 1, lines 28-31; col. 3, lines 4-8: content management system utilizing enhanced data) Schaffer does not specifically disclose the processing of available services by the content management system. However, Slaughter discloses the method of claim 9, wherein the digital identity is operated by a party other than the entity. (see Slaughter col. 8, lines 26-32; col. 9, lines 1-6: discovery and access for available services)

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Schaffer to manage services available to client-server entities as taught by Slaughter. One of ordinary skill in the art would be motivated to employ Slaughter in order to utilized automated and dynamic communications and services, complex purchase mechanisms. (see Slaughter col. 5, line 67 - col. 6, line 5)

**Regarding Claim 12**, Schaffer discloses the method of claim 9, wherein the digital identity is operated by the entity (see Schaffer col. 1, lines 28-31; col. 3, lines 4-8: user profile (i.e. digital identity) entity controls processing of enhanced content)

**Regarding Claim 13**, Schaffer discloses a content management system utilizing

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enhanced data. (see Schaffer col. 1, lines 28-31; col. 3, lines 4-8: content management system utilizing enhanced data) Schaffer does not specifically disclose the processing of transactions by the content management system. However, Slaughter discloses the method of claim 9, wherein the enhanced content source is operated by a party other than the entity. (see Slaughter col. 38, lines 12-14; col. 38, lines 48-52; col. 38, lines 63-64: transactions between multiple entities completed)

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Schaffer to manage and process transactions available to client-server entities as taught by Slaughter. One of ordinary skill in the art would be motivated to employ Slaughter in order to utilized automated and dynamic communications and services, complex purchase mechanisms. (see Slaughter col. 5, line 67 - col. 6, line 5)

**Regarding Claim 28**, Schaffer discloses the capability to process enhanced content data comprising:

- d) transmitting enhanced data from the enhanced content source to the requestor.  
(see Schaffer col. 2, lines 56-58: transfer enhanced content to user)

Schaffer does not specifically disclose the usage of a computer-readable medium. However, Alexander discloses a computer-readable medium having computer-executable instructions for performing the steps comprising:

- a) receiving a request through at least one digital identity for enhanced data corresponding to an entity from a requestor, the enhanced data including

contextual information added to at least one discrete component of data; (see Alexander col. 5, lines 47-50 ; col. 4, lines 19-23: software program (i.e. computer readable medium), request for data)

- b) using a digital identity acting as a proxy for the entity to compare an identification of the requestor to access rights; (see Alexander col. 4, lines 50-56: user identity authentication)
- c) transmitting from the digital identity to an enhanced content source an approval to release adding domain specific contextual information to said at least one discrete component of data to enhanced data; (see Alexander col. 5, lines 12-14: authentication enables access to enhanced content)

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Schaffer to enable usage of software programs on a computer readable medium utilizing user authentication within a content management system as taught by Alexander, and to manage services available to client-server entities as taught by Slaughter. One of ordinary skill in the art would be motivated to employ Alexander in order to efficiently manipulate complex media content for within a web based environment (see Alexander col. 2, lines 35-41), and to employ Slaughter in order to utilized automated and dynamic communications and services, complex purchase mechanisms (see Slaughter col. 5, line 67 - col. 6, line 5).

**Regarding Claim 29**, Alexander discloses a computer-readable medium having computer-executable instructions for performing the steps comprising:

- d) generating at least one decision parameter based on profile and preference information; (see Schaffer col. 3, lines 4-8: decision parameter: user profile usage for content manipulation)

Schaffer does not specifically disclose available services management.

However, Slaughter discloses:

- a) discovering at least one service offered by at least one entity connected to at least one computer network; (see Slaughter col. 8, lines 26-32: available services processing)
- b) receiving content from said at least one entity that includes terms of said at least one service; (see Slaughter col. 8, lines 37-39: determine terms for available services)
- c) filtering the content to determine whether the content satisfies at least one predetermined rule (see Slaughter col. 37, lines 9-14: content filtering utilized)
- e) determining whether the terms of said at least one service are acceptable based on at least one decision parameter. (see Slaughter col. 8, lines 37-51; col. 9, lines 1-6: discover and negotiate terms of available services)

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Schaffer to enable available services management for client-server entities as taught by Slaughter. One of ordinary skill in the art would be motivated to employ Slaughter in order to enable a scalable distributed computing mechanism for security, process migration between network nodes within a network environment. (see Slaughter col. 5, line 67 - col. 6, line 5)

**Regarding Claim 30**, Schaffer discloses a content management system utilizing enhanced data within multiple domains that creates enhanced data comprising: gathering, by a second entity, at least one discrete component of data from at least one data source; associating, by the second entity, the at least one discrete component of data with at least one domain; and adding, by the second entity, contextual information to said at least one discrete component of data to create enhanced data, the contextual information being associated with the at least one domain and comprising attributes of the at least one discrete component of data relating to an intended use of the at least one discrete component of data. (see Schaffer col. 1, lines 28-31; col. 3, lines 4-8: content management system utilizing enhanced data) Schaffer does not specifically disclose transactions between multiple entities. However, Alexander and Slaughter disclose the implementation of usage rules that specify how the enhanced data may be used or modified (see Alexander col. 4, lines 57-63: authorization, user access (i.e. create, update, delete) rights and usage rules), and a method of creating enhanced data comprising: completing a transaction with a first entity by a second entity; completing a multiple transactions by the second entity. (see Slaughter col. 38, lines 12-14; col. 38, lines 48-52; col. 38, lines 63-64: transactions processing services between entities)

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Schaffer to enable manipulation of enhanced content utilizing request and response processing and a digital identity capability within a web based content management system as taught by Alexander, and to enable available

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services management for client-server entities as taught by Slaughter. One of ordinary skill in the art would be motivated to employ Alexander in order to efficiently manipulate complex media content for within a web based environment (see Alexander col. 2, lines 35-41), and to employ Slaughter in order to enable a scaleable distributed computing mechanism for security, process migration between network nodes within a network environment (see Slaughter col. 5, line 67 - col. 6, line 5).

**Regarding Claim 31**, Schaffer discloses a content management system utilizing enhanced data. (see Schaffer col. 1, lines 28-31; col. 3, lines 4-8: content management system utilizing enhanced data) Schaffer does not specifically disclose transaction processing services between multiple entities. However, Slaughter discloses the method of claim 30, further comprising: completing a transaction between at least one third party entity by the second entity based on a digital identity of the third party. (see Slaughter col. 38, lines 12-14; col. 38, lines 48-52; col. 38, lines 63-64: transactions processing between entities)

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Schaffer to enable transaction processing services between client-server entities as taught by Slaughter. One of ordinary skill in the art would be motivated to employ Slaughter in order to enable a scaleable distributed computing mechanism for security, process migration between network nodes within a network environment. (see Slaughter col. 5, line 67 - col. 6, line 5)

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**Regarding Claim 32**, Schaffer discloses a content management system utilizing enhanced data (i.e. contextual information). (see Schaffer col. 1, lines 28-31; col. 3, lines 4-8: content management system utilizing enhanced data) Schaffer does not specifically disclose user authentication or transactions between entities. However, Alexander discloses wherein at least one of access rights information and usage rules to one entity is based on at least one of the access rights. (see Alexander col. 4, lines 57-63: user access rights and usage rules) And, Slaughter discloses wherein the method of claim 30, wherein at least one of access rights information and usage rules for transactions. (see Slaughter col. 38, lines 12-14; col. 38, lines 48-52; col. 38, lines 63-64: transactions processing between entities)

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Schaffer to enable user authentication and access rights as taught by Alexander, and to enable the capability for processing transactions as taught by Slaughter. One of ordinary skill in the art would be motivated to employ Alexander in order to efficiently manipulate complex media content for within a web based environment (see Alexander col. 2, lines 35-41), and to employ Slaughter in order to enable a scaleable distributed computing mechanism for security, process migration between network nodes within a network environment (see Slaughter col. 5, line 67 - col. 6, line 5).

**Regarding Claim 33**, Schaffer discloses a method of associating contextual information with discrete components of data, the method comprising:



- a) accessing at least one discrete component of data from each of a plurality of different data sources and different domains; (see Schaffer col. 2, lines 59-62: access to a media content, a discrete component ; col. 2, lines 3-5; col. 2, lines 10-14: network connections for data transfers)
- b) translating each of the discrete components of data from the different data sources to a common representation format; (see Schaffer col. 3, lines 4-8: customization of enhanced content)
- c) adding contextual information to the translated discrete components of data from the different data sources to produce enhanced data having a common format; (see Schaffer col. 1, lines 28-31: combine to generate enhanced content ; col. 2, lines 50-52: enhanced content stored with media)

And, Alexander discloses:

- d) wherein the contextual information is metadata that includes usage rules and access rights for the enhanced data from the different data sources. (see Alexander col. 2, lines 49-52; col. 2, lines 57-59: metadata utilized and processed by content management system)

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Schaffer to enable the implementation of usage and access rules for the manipulation of enhanced content combined with contextual information or metadata as taught by Alexander. One of ordinary skill in the art would be motivated to employ Alexander in order to efficiently manipulate complex media content for within a web based environment. (see Alexander col. 2, lines 35-41)

8. **Claims 14, 15** are rejected under 35 U.S.C.103(a) as being unpatentable over **Schaffer-Alexander-Slaughter** and furtherin view of **Bell et al.**(US PGPUB Application No. 20020120501).

**Regarding Claim 14**, Schaffer and Alexander disclose a content management system utilizing enhanced data. Neither Schaffer nor Alexander specifically discloses the capability to process feedback information. However, Bell discloses the method of claim 9, further including: transmitting feedback rules from the enhanced content source to the requestor. (see Bell paragraph [0024], lines 5-7; paragraph [0185], lines 12-19: feedback data processing capability for managed content)

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Schaffer to enable manipulation of enhanced content within a content management system as taught by Alexander, and to process feedback information within the content management system as taught by Bell. One of ordinary skill in the art would be motivated to employ Alexander in order to efficient manipulate complex media content for within a web based environment (see Alexander col. 2, lines 35-41), and to employ Bell in order to enable effective, efficient marketing and distribution of content (see Bell paragraph [0004], lines 9-14; paragraph [0025], lines 12-16).

**Regarding Claim 15**, Alexander discloses a content management system utilizing

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enhanced data. Neither Schaffer nor Alexander specifically discloses the capability to process feedback information. However, Bell discloses the method of claim 14, wherein the feedback rules comprise an incentive for the requestor to provide feedback. (see Bell paragraph [0024], lines 5-7; paragraph [0185], lines 12-19: feedback data processing capability utilized)

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Schaffer to enable manipulation of enhanced content within a content management system as taught by Alexander, and to process feedback information within the content management system as taught by Bell. One of ordinary skill in the art would be motivated to employ Alexander in order to efficient manipulate complex media content for within a web based environment (see Alexander col. 2, lines 35-41), and to employ Bell in order to enable effective, efficient marketing and distribution of content (see Bell paragraph [0004], lines 9-14; paragraph [0025], lines 12-16).

9. **Claims 16, 17, 18** are rejected under 35 U.S.C.103(a) as being unpatentable over **Schaffer** in view of **Slaughter**.

**Regarding Claim 16**, Schaffer discloses a content management system utilizing enhanced data. (see Schaffer col. 1, lines 28-31; col. 3, lines 4-8: content management system utilizing enhanced data) However, Schaffer discloses a method of obtaining information, the method comprising:

- d) generating at least one decision parameter based on profile and preference information; (see Schaffer col. 3, lines 4-8: decision parameter: user profile usage for content manipulation)

Schaffer does not specifically disclose the discovery and processing of available services by the content management system. However, Slaughter discloses a method of obtaining information about services that may be of interest to a user, the method comprising:

- a) discovering at least one service offered by at least one entity connected to at least one computer network; (see Slaughter col. 8, lines 26-32: discover available services)
- b) receiving content from said at least one entity that includes terms of said at least one service; (see Slaughter col. 8, lines 37-39: receive terms for available services)
- c) filtering the content to determine whether the content satisfies at least one predetermined rule (see Slaughter col. 37, lines 9-14: content filtering (i.e. predetermined rules) utilized)
- e) determining whether the terms of said at least one service are acceptable based on at least one decision parameter. (see Slaughter col. 8, lines 37-39: determine terms of services offered)

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Schaffer to enable available services management for client-server entities as taught by Slaughter. One of ordinary skill in the art would be

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motivated to employ Slaughter in order to enable a scaleable distributed computing mechanism for security, process migration between network nodes within a network environment. (see Slaughter col. 5, line 67 - col. 6, line 5)

**Regarding Claim 17**, Schaffer discloses a content management system utilizing enhanced data. (see Schaffer col. 1, lines 28-31; col. 3, lines 4-8: content management system utilizing enhanced data) Schaffer does not specifically disclose the processing of available services by the content management system. However, Slaughter discloses the method of claim 16, wherein the discovering step is performed dynamically. (see Slaughter col. 8, lines 26-32: discover available services)

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Schaffer to enable discovery and processing of available services management for client-server entities as taught by Slaughter. One of ordinary skill in the art would be motivated to employ Slaughter in order to enable a scaleable distributed computing mechanism for security, process migration between network nodes within a network environment. (see Slaughter col. 5, line 67 - col. 6, line 5)

**Regarding Claim 18**, Schaffer discloses a content management system utilizing enhanced data. (see Schaffer col. 1, lines 28-31; col. 3, lines 4-8: content management system utilizing enhanced data) Schaffer does not specifically disclose processing of available services by the content management system. However, Slaughter discloses the method of claim 16, further including: negotiating with the at least one entity. (see

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Slaughter col. 8, lines 37-51: determine and negotiate available services)

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Schaffer to enable available services management for client-server entities as taught by Slaughter. One of ordinary skill in the art would be motivated to employ Slaughter in order to enable a scaleable distributed computing mechanism for security, process migration between network nodes within a network environment. (see Slaughter col. 5, line 67 - col. 6, line 5)

10. **Claims 19, 20** are rejected under 35 U.S.C. 103(a) as being unpatentable over **Schaffer-Slaughter** in view of **Gross** (US Patent No. 6,721,716).

**Regarding Claim 19**, Schaffer discloses a content management system utilizing enhanced content. (see Schaffer col. 1, lines 28-31; col. 3, lines 4-8: content management system utilizing enhanced data) Schaffer does not specifically disclose financial (billing) information transferred from the user to purchase the content. However, Gross discloses financial (billing) information transferred from the user to complete a transaction. (see Gross col. 1, lines 13-20; col. 2, lines 7-12: real-time content management system; col. 10, lines 33-37; col. 14, lines 32-37: billing procedures with update capability) Customer information provided to complete transaction.

It would have been obvious to one of ordinary skill in the art at the time of the invention was made to modify Schaffer to incorporate financial information transfers as

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taught in Gross. One of ordinary skill in the art would be motivated to modify Alexander to employ the invention of Gross in order to enable immediately process customer direct financial transactions utilizing a secure and private connection. (see Gross col. 2, lines 45-50; col. 2, lines 55-60)

**Regarding Claim 20**, Schaffer discloses a content management system utilizing enhanced content. (see Schaffer col. 1, lines 28-31; col. 3, lines 4-8: content management system utilizing enhanced data) Schaffer does not specifically disclose monitoring financial (billing) transactions and updating personal information after financial (billing) transactions.

However, Gross discloses:

- a) monitoring a transaction involving the at least one service; (see Gross col. 1, lines 13-20; col. 2, lines 7-12: real-time content management system; col. 9, lines 28-42; col. 14, lines 28-32; col. 21, lines 22-27: real time processing of financial (i.e. billing) transactions)
- b) modifying the profile and preference information as a result of the monitoring step. (see Gross col. 1, lines 13-20; col. 2, lines 7-12: real-time content management system; col. 10, lines 33-37; col. 14, lines 32-37: billing procedures with update capability) Update customer information.

It would have been obvious to one of ordinary skill in the art at the time of the invention was made to modify Schaffer incorporate monitoring of financial (i.e. billing) transactions and updating of personal information after financial transaction completion

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as taught in Gross. One of ordinary skill in the art would be motivated to modify Alexander to employ the invention of Gross in order to enable immediately process customer direct financial transactions utilizing a secure and private connection. (see Gross col. 2, lines 45-50; col. 2, lines 55-60)

### ***Conclusion***

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Kyung H. Shin whose telephone number is (571) 272-3920. The examiner can normally be reached on 7:30 am - 5 pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, David A. Wiley can be reached on (571) 272-3923. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.



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